

# A GREAT MARCH MERCHANDISE EVENT

**A Complete Showing and First of the Season Underpricing of New Spring Merchandise Which is Without Precedent in the History of Salt Lake City.**

JUST AT THE OPENING OF THE NEW SEASON, WHEN PRICE-SAVINGS ON GARMENTS AND DRESS ACCESSORIES WHICH MUST BE PURCHASED WILL BE MOST APPRECIATED, THIS STORE HAS PLANNED A GREAT MARCH SALE WHICH WILL AGAIN DEMONSTRATE ITS VALUE-GIVING SUPREMACY. IT IS A GENERALLY RECOGNIZED FACT THAT OUR VALUES ARE ALWAYS BEST, BUT THIS SALE HAS FOR ITS PURPOSE THE BETTERING OF ANY OF OUR OWN PREVIOUS EARLY SEASON VALUES.

**THIS SALE IS TO BE OUR CROWNING ACHIEVEMENT IN THE GIVING OF MOST EXCEPTIONAL EARLY SEASON VALUES**

CONDITIONS ARE MOST PROPITIOUS FOR SUCH AN EVENT. THE NEW SPRING STOCKS ARE THE LARGEST AND FINEST WE HAVE EVER PRESENTED; THEY HAVE BEEN PURCHASED TO UNUSUAL ADVANTAGE—AND IN FURTHERANCE OF OUR AMBITION TO BETTER OUR OWN BEST AND GIVE YOU VALUES SUCH AS YOU HAVE NEVER KNOWN BEFORE, EVEN HERE, WE HAVE NARROWED PROFITS TO THE LAST DEGREE. There are the facts—here are the items to substantiate them. You are faced with the most remarkable buying opportunities you ever knew at any season's beginning—grasp it to the fullest.

## 2 Specially Strong Cards For This Sale in Dress Goods

**50c per yard**

for all-wool Panamas and storm serges, batistes and albatross, in plain solid colors, also a full line of checks, stripes and broken plaid effects in full range of newest colors for summer. Regular 65c values.

**85c per yard**

for regular \$1.25 light checked and striped fancy summer mixtures, imported foreign dress goods, 44 inches wide, very stylish and extremely desirable for skirts and full summer suits.

## March Sale of NEW SPRING COATS

Latest Models in Raincoats, Cloth and Silk Coats, choice

Cravenette and Tourlet Coats, in tan, black and Oxford gray, full back and also pleated styles, all sizes. Ladies' black and navy blue silk coats, full pleated back and fronts; handsomely braided collar. Nobby black cheviot Box Coats, 24-inch length, lined with gray satin. Navy blue, browns and black, also brown and tan mixtures, in the new full length rubberized silk coats, very desirable for tourists.

**\$8.50**



## New SILK JUMPER DRESSES

Beautiful one-piece Jumper Dress in dashing style. Come in fine quality of brown, gray and navy striped taffeta. Jumper trimmed with silk covered buttons and stitched bands of contrasting shade silk. Full pleated skirts with self folds. You can't begin to have one made at this price.

**\$13.95**

## A Special March Sale Leader in

## New Spring Garments

One of this season's newest and prettiest styles will be found here tomorrow at a price that will arouse enthusiastic interest

**At \$11.95**

In this collection you will find the new mannish coat styles, with novel arrangement of pockets, giving them a distinctive and stylish appearance. The skirts are in various styles with and without folds. In the lot are many shadow stripe Panamas, a material that is so popular this season. Colors, navy and brown; all sizes.

**Another Suit, \$23.50**

This price includes the most exclusive styles in plain, stripe and fancy Panamas, serges, Novelty Stripes, in all the new street and pastel shades of raspberry, Copenhagen, blonde, russet, azure blue, etc. Conspicuous among these many models are the butterfly styles, smartly trimmed, the correct large sleeves and the pointed coat effects. The collection is very large and varied, suitable for dressy or street wear. Skirts are gored, pleated, paneled—whatever is considered correct, they are all here. Special attention is called to the very low price for this week for high priced models.



## March Sale of S. H. & M. Guaranteed SILK PETTICOATS \$5.00

200 regular \$7.00 taffeta silk petticoats that will give the best possible service; guaranteed against cracking or splitting, on sale Monday.

The assortment includes black and colors and they come in prettily trimmed styles, with deep flounce. Match one to your new spring suit without delay.

## Special March Sale Attractions in the WHITE GOODS SECTION

Muslins, White Goods, Sheets, Pillow Cases, Bedspreads, Towels, Scarfs, etc., at Great March Sale Inducements

15c Pillow Cases, 10c	10c Bleached Muslin, 7c	75c White Hemmed Turkish Bath Towels, 27 inches wide and 2 yard and a half long, 48c
18c Pillow Cases, 12c	12c Hope Muslin, 9c	15c Hemmed Huck Towels, 18x38, for this sale, per dozen, 85c
20c Pillow Cases, hemstitched, 13c	22c Berkeley Cambric, No. 100, 17c	(Limit three dozen to a customer.)
\$1.25 Utica Sheets, 89c	\$2.25 Box Nainsook, 49 inches wide, 1.65	20c dozen fine Linen Huck Towels, worth up to 40c each, all hemmed, as long as they last, 19c
\$1.35 Utica Sheets, 98c	40 pieces real Swiss, embroidered dots and figures, worth up to 50c, in this March Sale, our price, 25c	\$1.50 fine Battonberg Scarfs, 18x54, plain center, worth \$1.50, for this sale, 79c
35c 3-4 Peppercorn Sheetings, 25c	40 pieces White Sheer Plaid, 49 inches, worth up to 20c, in this sale, 12c	Finest Mexican Drawnwork and Embroidered Linens, all sizes from 20x30 to 20x60. This lot is worth from \$2.00 to \$4.50 each. In this sale you select them at, 1.35
40c 3-4 Royal Southern Sheetings, 28c	40 pieces White Sheer Plaid, 49 inches, worth up to 20c, in this sale, 12c	
42c 3-4 Peppercorn Sheetings, 31c	50c heavy and fine Mercerized Madras Waistings, in new Grecian effects, 29c	
\$1.65 fringed Red Spread, 1.18	15c White Hemmed Turkish Towels, 12c	
\$3.50 fringed Marcellite Spread with cut corners, 2.60	25c White Hemmed Turkish Towels, 18c	
\$4.50 fringed Marcellite Spread with cut corners, 2.90		

Ask for **Green Trading Stamps** and Secure Beautiful Presents Free

## Sacrifice Prices For This March Sale on All Table Linen and Napkins

24-inch Loom Dice Damask, worth 50c per yard, for this sale, 29c	75c Bleached Table Damask, all linen, 50c
1,000 yards best Turkey red and white, blue and white, tan and white and plain red Damask, worth up to 60c per yard; all short pieces from 2 to 6 yards, at, yard, 39c	\$1.00 Bleached Linen, mostly spots, 66 inches wide, 65c
	\$1.25 Bleached Table Linen, extra heavy, 80c
	\$1.50 Bleached Table Linen, fine, 72 inches wide, 1.10
	\$2.50 3/4 Bleached Irish Damask Napkins, 1.75

ALL OTHER NAPKINS AND TABLE LINENS, EITHER BLEACHED OR UNBLEACHED, INCLUDING TURKEY RED DAMASKS, ART LINENS AND LINEN CAMBRICS AT GREATLY REDUCED PRICES.



## Trump Cards for This March Sale in Wash Goods Department

All our new, crisp 10c Batistes, in splendid styles and colorings, for March sale, 6c	50 pieces Dark Calico, grays, black and blues, 7c grade, 4c
One case of 50 pieces Persian Challie, 7c grade, yard, 4c	20c Galatea Cloth, in part pieces, as long as they last, 11c
10c Percales, book fold, yard, 7c	18c best Dress Gingham, in the largest range of dress styles ever shown together, for this sale, 12c
15c Percales, book fold, yard, 11c	30c Dress Linens, in all colors, for this sale, 24c
20c Percales, the finest and best, yard, 15c	

## Over 2,000 Pairs of Ladies' Hose To Be Sacrificed

RARE BARGAINS IN

## WOMEN'S SPRING HOSIERY

**AN immense lot of traveling men's high grade sample hose for ladies. Priced below wholesale cost.**

Through special arrangements with several large manufacturers we secure their drummer's hosiery samples at the end of each selling season. These come to us at big price concessions, and are distributed by us at prices representing less than usual wholesale cost. The present lot of over 2,000 pairs, which will be placed on sale Monday are the grandest values you've ever had the good fortune to see marked on hosiery of equal qualities. To those who appreciate excellent qualities and styles these extreme hosiery bargains will positively appeal.

Magnificent lace hosiery in great variety, rich silk embroidered hosiery in immense assortments, fine gauzy lisle hosiery in black and colors and many other beautiful and striking styles for spring and summer will be found in this collection.

Styles that would sell regularly up to 85c a pair **39c** Styles that would sell regularly up to \$1.50 a pair **59c**

